

## FOR IMMEDIATE RELEASE

### Contact:

Des Moines Marathon  
Helene Neville, Executive Director  
(515) 710-8343

Alliance Technologies  
Steve Sikkink, Executive Vice President  
(515) 245-7777

## Des Moines Marathon Surpasses 1,300 Registrations

### With Just Over Two Weeks Until Running, Marathon is Already a World Class Event

September 19, 2002 – Des Moines, Iowa – It's a matter of weeks before more than 1,300 runners fill the streets of Des Moines, and the Alliance Technologies Inaugural Des Moines Marathon is already a world-class event. The inaugural run of the marathon has attracted over 1,300 runners from the United States and around the world, including a number of those known as "elite runners" in marathon circles.

"In a way, this is a convention and visitors bureau's dream," said marathon executive director Helene Neville. "We've filled our host hotel, the Hotel Savery. We'll have several thousand people coming to Des Moines to spend their money. I'm impressed with the response and support from runners, walkers and volunteers from around the world."

### Runners to Watch

Elite and world renowned athletes will compete in the inaugural event for a total purse of \$14,000. Male and female winners will each earn \$3,000 for topping their group. Here's a run-down of the stories to watch unfold on October 6th:

- Helen Klein, 79-year-old Marathon World Record Holder (age 75-80), Rancho Cordova, California. Since taking up running at age 55, she has run 56 marathons and 131 ultramarathons. Among the world age group records she owns are a 373-mile performance in a six-day road race (70-74 age group), and a 109-mile performance in a 24-hour track race (65-69 age group). Twenty eight times she has covered 100 or more miles. Helen currently runs a 3:40 marathon and will attempt a new world record in Des Moines. She will be the keynote speaker for the pasta dinner Saturday evening, October 5th.
- Hajime Mishi, 53, Tokyo, Japan. Mishi runs to raise awareness of environmental protection for future generations and is the founder of Ecomarathon International. Mishi is the first person to run a marathon on all seven continents in seven months. The Guinness Book of World Records certified his new world record "Fastest Time to Run a Marathon on Each of Seven Continents." In 2000, Mishi became the first person to run 200 international marathons in 50 countries on seven continents, including all 50 US states and the District of Columbia as a non-North American resident. Mishi will hold a workshop during the expo on Saturday.
- Robert Fletcher, 70, Fredericksburg, Texas. Fletcher has run 195 marathons with a personal best time of 2:45.41. He is the author of *Spaghetti Every Friday*, which is about running 50 marathons in 50 weeks. Bob will have a book signing during the Expo.
- Jose Nebrida, 60, Chicago, Illinois. Nebrida, originally from the Philippines, set out after the 9/11 attacks to complete a marathon in each of the 50 states carrying a United States flag "to honor the

- victims and heroes of September 11th.” A heart attack in April slowed his pursuit of the goal, but has not deterred him. Jose will be a featured speaker at the Des Moines pasta dinner.
- Dean Rademaker, 77, Springfield, Illinois. Rademaker has run 72 marathons and is the honorary host of the 50 States & DC Group whose charter is to run in each of the 50 states and the District of Columbia. The group will get together on Saturday during the Expo.
  - More international competitors
    - Lawrence Mbota, 30, from Kenya (now resides in Minneapolis). Even with walking the last six miles at the Austin, TX, marathon, he finished with an impressive time of 2:28.
    - Abdeljalil Essouysy and Elhajjor Aziz from Morocco
    - Svetlana Savoslina from Russia
  - Greater Des Moines runners to watch
    - Julius Rotich, 27, West Des Moines. His personal best of 2:11 and home course advantage make him a favorite.
    - Marty Dalton, 26, West Des Moines.
    - Debi Bull, 44, Des Moines. She’s run more than 65 marathons with a best time of 3:15.
    - Nancy Hoegh, 49, Clive. Her personal best is 3:19.
  - Visually-impaired runners include Don Owens from Des Moines and Tim Pauls of Chicago.
  - Wheelchair participant Kate Cloudsparks, a school nurse from Des Moines, took up wheelchair racing in April.
  - See the “Who To Watch” section of <http://www.desmoinesmarathon.com> for more people to watch.

## Volunteers Make the Event

“The best story is how the general public has embraced this event,” stated Neville. Volunteers will be involved in almost every aspect of the event, using their time on the weekend to welcome runners and make for a spectacular event. “The time these folks are giving is impressive.” In addition to individual volunteers, the following organizations are sending groups to volunteer:

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| • Iowa Department for the Blind                   | • Urbandale High School Boys and Girls Cross Country |
| • Leukemia Lymphoma Society                       | • Ballard High School Drill Team                     |
| • EMC Insurance Companies                         | • Johnston High School                               |
| • Beaverdale Neighborhood Association             | • Dallas Center/Grimes High School                   |
| • LGBT Resource Center                            | • Iowa State Bank                                    |
| • Big Brothers/Big Sisters                        | • Alliance Technologies                              |
| • Iowa National Guard                             | • Principal Financial                                |
| • Polk County Health Department                   | • Blazing Saddle                                     |
| • Run Together                                    | • Friedrichs   |
| • Newton High School Boys and Girls Cross Country |  |

## Sponsors and Supporters

Alliance Technologies is the title sponsor for the marathon's inaugural year. In addition, a growing number of sponsors and supporters have come forward to support the Alliance Technologies Inaugural Des Moines Marathon. At the time of this release, the following are participating:

- Alliance Technologies (Title Sponsor)
- Iowa State Bank (Presenting Sponsor)
- UPS (Platinum Sponsor)
- Action Print
- ARAG Group
- BikeIowa
- Capital Striders
- Chippewa Spring Water
- Coca-Cola
- Darwin Custom Apparel
- David P. Lind & Associates
- EMC Insurance Companies
- Fitness Sports
- Fraser Medical Services
- GU Energy Gel
- HangTime
- Hy-Vee Weitz Construction
- KDSM FOX 17
- Kinkos
- MarathonGuide.com
- Modern Solutions
- 180 Energy Drink
- Peterson Design
- PowerAde
- Quintal Productions
- Russell Construction
- The Weitz Company
- Tosteds
- Townsend Engineering
- West Bank
- YMCA

## About the Alliance Technologies Des Moines Marathon

The Inaugural Alliance Technologies Des Moines Marathon will be held October 4-6, 2002. The marathon will start in downtown Des Moines at 7 a.m., Sunday, October 6. Marathon weekend will be a three-day celebration of sports, fitness, health and wellness, including a Marathon expo, pasta dinner, kids' .2-mile marathon and post-race celebration. To find out more about the Alliance Technologies Des Moines Marathon check out <http://www.desmoinesmarathon.com> on the Web or call (515) 710-8343.

## About Alliance Technologies

Alliance Technologies is in the business of helping other businesses do more through the application of technology. Alliance Technologies offers a wide range of services that include connectivity (wide area and local area networks), hosting services in our data center, software solutions and Web services. On the Web at <http://www.alliancetechnologies.net>.

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